

Amendment to the Claims:

Please cancel claims 1-3, 5-14 and add new claims 15-27 as follows:

15. (New) In a computer, a method of transmitting an electronic message to an Internet client based on geographical information of the Internet client, said computer being controllably connected to said Internet, comprising:

- connecting said computer to the Internet;
- connecting said computer to a web server, said web server being accessible by a plurality of visitors;
- detecting an IP address for each of said visitors to said web server, as each visitor is connecting to said web server;
- for each IP address detected, determining if any attribute of geographical information is provided by said visitor to said web server, and if so, retrieving said attribute from said web server;
- transforming said attribute to latitude/longitude coordinates for each attribute retrieved;
- generating a lookup table by correlating the IP addresses detected with the retrieved attributes and latitude/longitude coordinates;
- mining information in the lookup table to resolve multiple entry conflicts and to extract a most likely position for any IP address;
- detecting an IP address from a new Internet client to be targeted, when said new Internet client is connected to said web server, said new Internet client's geographical location being unknown to said web server;
- approximating a geographical location of said new Internet client by comparing said IP address with said lookup table;
- transmitting a predetermined message to said new Internet client through said Internet, said predetermined message being related to said geographical location of said Internet client.

16. (New) The method according to claim 15, wherein transmitting said predetermined message is accomplished by connecting said computer to a web server of a third party within a predetermined geographical distance from the new Internet client's geographical location.
17. (New) The method according to claim 15, further comprising:
transmitting a secondary message to the Internet client when the Internet client responds to the predetermined message.
18. (New) The method according to claim 15, wherein retrieving attributes from said visitors is accomplished by deploying at least one geographically oriented applet which will collect the visitors' geographical information upon invoking the applets.
19. (New) The method according to claim 15, wherein generating said lookup table is accomplished by correlating the following entries of data:
IP addresses;
physical addresses;
zip codes;
latitude and longitude coordinates;
Local time;
Confidence Level and
Map view extent.
20. (New) The method according to claim 15, further comprising deriving said Internet client's demographic information from said geographic location.
21. (New) The method according to claim 15, wherein the Internet client is identified by a unique string, in which case his/her geographic location can be immediately looked up.

22. (New) In a computer, a method of transmitting a geographically-based electronic message to an Internet client of a web site server, the method comprising:

providing a database correlating IP addresses with geographical information; connecting said computer to said web site server;

obtaining a generic messaging space from said web site server;

detecting an IP address of said Internet client when said Internet client visits said web site server, said Internet client's geographical location being unknown to said web site server;

approximating a geographical location of said Internet client based on one of said IP address and a stored cookie, using said database;

transmitting a first electronic message to said Internet client through said web site server, wherein said first message is related to said Internet client's geographical location after approximating.

23. (New) The method according to claim 22, further comprising transmitting a secondary message to the Internet client after the Internet client responds to the first message, wherein the secondary message is one of the following:

an electronic version of a coupon, an electronic version of a document, or an electronic version of a map.

24. (New) In a computer, a method of transmitting targeted information through the Internet to a new Internet target client of a web server, comprising:

connecting said computer to the Internet;

connecting said computer to a plurality of web servers through the Internet;

receiving IP addresses of a plurality of visitors to said plurality of web servers from said web servers, as said visitors connect to said web servers;

determining if said visitors provide attributes of geographical information to said web servers and if so, retrieving said attributes from said web servers;

geocoding each of the retrieved attributes to approximate location information for each of the retrieved attributes;

generating a look-up table substantially correlating the IP addresses to the

location information;

receiving an IP address of a new Internet target client when said Internet target client is connected to a web server, said new Internet target client's location information being unknown to said web server;

approximating location information for said new Internet target client by comparing the IP address with said look-up table;

retrieving an electronic target information relating to the approximated location information;

transmitting said electronic target information to said Internet target client while said Internet target client is connecting to the web server.

25. (New) The method according to claim 24, wherein approximating location information is accomplished by interpolating.

26. (New) The method according to claim 24, wherein retrieving an electronic target information comprises:

transmitting, in real-time, said location information regarding that Internet target client to at least one advertising sources connected to said computer through the Internet and requesting said advertising sources to transmit a price in return;

upon receiving the highest price from one source, transmitting a targeting information from that source to said Internet target client.

27. (New) The method according to claim 17, wherein transmitting said secondary message comprises transmitting one of:

an electronic message representative of a coupon for money off from the third party;

an electronic message representative of a document offered by the third party;
an electronic mail to be sent to the third party.